Keeping America's Navy #1 in the World

NAVSEA 04
Logistics, Maintenance and Industrial Operations

COMMUNICATIONS ADVOCACY GROUP

CHARTER

JULY 14, 2004

Revision 2.0

Charter

NAVSEA 04 Logistics, Maintenance and Industrial Operations Directorate

Communications Advocacy Group

Background

NAVSEA 04's senior leadership, as part of the NAVSEA 04 Business Planning effort, created the Trust (T-1) Communications Task Force and tasked them to produce an Internal Communications Plan that fosters open and honest communications by providing appropriate communications channels. The NAVSEA 04 Internal Communications Plan lays the foundation for a successful campaign to communicate the Command's value and benefits through the development of communications tools and channels. The intended audience of this campaign includes NAVSEA 04 employees. The NAVSEA 04 Internal Communications Plan delineates the target audiences and strategic communications themes, messages and channels. In developing the NAVSEA 04 Internal Communications Plan, the T-1 Communications Team determined that the establishment of a Communications Advocacy Group would be essential to support the execution of the Internal Communications Plan.

Purpose

The purpose of this document is to charter a Communications Advocacy Group (CAG). The primary function of the CAG is to facilitate consistent and effective implementation of the Internal Communications Plan goals and objectives. A strategic function of the CAG is to support the organization's effort to build and maintain trust throughout the NAVSEA 04 community through effective communications.

CAG Mission and Responsibilities

The CAG is an appointed permanent body reporting through the Communications Point of Contact (POC) to the Operational Management Team (OMT) and the Executive Steering Committee (ESC) (as required). Representing NAVSEA 04 employees, the CAG is responsible for the following:

- Implementing the NAVSEA 04 Internal Communications Plan
- Providing bi-monthly progress reports to the OMT and ESC (when required)
- Promoting, and implementing NAVSEA 04 communications tools and channels that include but are not limited to:
    - Communications Newsletter, *The Messenger,*
    - Intranet Website Content,
    - Internal Communications Plan Overview Tri-fold,
    - Standard PowerPoint Template, and
    - Operations Manual (including Employee Handbook, Functional Directory, etc.)
- Developing a metrics data collection process; generating analyses and reports based on the data collected
- Assisting in facilitating the communications improvement process and making recommendations to NAVSEA 04 leadership through the OMT and ESC forums
- Ensuring that employees are informed of CAG initiatives

CAG Membership

The Communications (POC) serves as the CAG Chair and is a member of the OMT and attends all CAG and OMT meetings. CAG members shall be recruited by the Communications POC and assigned by the OMT. Membership will be limited to not more than 15 members and will consist of at least one person from each of the following departments:

- NAVSEA 04 Front Office and Staff Codes
- NAVSEA 04L
- NAVSEA 04R
- NAVSEA 04X
- NAVSEA 04Z

In addition, the NAVSEA 04 Communications POC will provide input to the OMT and ESC so they develop a better understanding of the communications processes being promoted to NAVSEA 04 employees through the CAG.

A periodic review of CAG membership shall be conducted and members shall be a mix of civilian and military personnel with the ability to help share communications ideas within the NAVSEA 04 organization and who have a desire to help improve communications within the organization. Members will nominally be assigned for a two-year period to ensure consistency of membership over time and allow for the transition of military and civilian turnover. CAG members may also request to be replaced, but turnover during any year should be limited to no more than half of the total membership.

CAG Administration

The NAVSEA 04 Internal Communications and Business Planning consultant/contractor shall provide administrative support to the CAG Team and meetings. This support shall include:

- Providing the CAG with communications subject matter expertise and commercial best practices methodology
- Tracking Internal Communications Plan implementation issues/action items
- Assisting with the development of communications tools, vehicles, and templates (Communications Toolkit, Trifold, etc.)
- Helping to ensure that information/material to support the CAG meetings is prepared and distributed in advance